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COMMERCE DEPARTMENT AWARDS \$500K TO NEW YORK GROUPS TO INCREASE U.S. EXPORTS, CREATE JOBS

WASHINGTON – Acting U.S. Commerce Secretary Rebecca Blank today announced that two New York non-profit organizations, the American Association of Independent Music (A2IM) in New York and the World Trade Center Buffalo Niagara (WTCBN) in Buffalo are both recipients of financial assistance from the International Trade Administration's Market Development Cooperator Program. A2IM and WTCBN will pursue projects that promote U.S. exports and increase American competitiveness abroad.

A2IM will receive more than \$284,000 to increase the exports of U.S. independent music label recorded music, and estimates these funds will help them assist U.S. independent labels in generating an about \$45 million in exports over the next three years. Specifically, the funds will allow A2IM's "Music Travels" project to increase exports and licensing income of U.S. independent music labels. Project activities include trade missions and participation in trade shows in countries like France and Brazil. A2IM's membership includes 303 music labels of varying sizes and all musical genres.

WTCBN will receive nearly \$220,000 to increase exports by the U.S. medical devices industry, and estimates these funds will generate about \$25.5 million in New York exports over the next three years. The funds will also allow WTCBN to better prepare New York's vibrant medical device and services industry for overseas growth. WTCBN will help firms in the industry capitalize on their competitive advantage by educating them on the regulatory environment, providing marketing advice, helping to arrange export financing, and addressing supply chain challenges.

"While the U.S. continues to recover from the worst economic downturn since the Great Depression, U.S. exports remain a bright spot for the American economy. The awards given by the Commerce Department's Market Development Cooperator Program will help us continue to make progress toward achieving the President's goal of doubling exports by the end of 2014," Blank said. "Higher exports lead to more jobs: in 2011, jobs supported by exports increased by 1.2 million over 2009. These investments in the American Association of Independent Music and

the World Trade Center Buffalo Niagara will help boost exports, which means more jobs for New York."

The award is part of a larger, \$2.4 million fund. Seven other non-profit industry groups around the country are also receiving awards from this fund. In total, the awardees have estimated that the funds will generate about \$971 million in U.S. exports in the next three years.

The MDCP awards include financial and technical assistance from the U.S. Commerce Department's International Trade Administration (ITA) to support well-defined business plans aimed at increasing exports and U.S. competitiveness within certain industries. An MDCP award establishes a partnership between ITA and nonprofit industry groups to help strengthen global competitiveness and create jobs through exports. Since MDCP's inception in 1993, the program has issued 121 awards. In an average year, MDCP projects generate \$372 million in U.S. exports.

These cooperative agreements help to further President Obama's National Export Initiative, which aims to double U.S. exports by the end of 2014, supporting several million U.S. jobs.

The nine recipients of the 2012 Market Development Cooperator Program awards are:

- American Association of Independent Music (A2IM), New York, NY – \$284,300
- The American Institute of Architects (AIA), Washington, D.C. – \$299,139
- AMT-The Association for Manufacturing Technology (AMT), McLean, Va. – \$290,762
- Evergreen Building Products Association (EBPA), Tacoma, Wa. – \$299,063
- Innovation Center for Energy and Transportation (iCET), South Pasadena, CA – \$300,000
- Mississippi River Parkway Commission, Madison, Wis. —\$240,000
- Ohio Aerospace Institute (OAI), Cleveland, OH —\$165,704
- Recreation Vehicle Industry Association, Inc. (RVIA), Reston, Va. —\$300,000
- World Trade Center Buffalo Niagara, Buffalo, NY —\$218,771

The A2IM award will be matched by an \$870,000 investment by the organization itself. WTCBN will match its award with nearly \$438,000. Both organizations pledged to pay a minimum of two-thirds of the project costs and to sustain the projects after the initial MDCP award period ends.

For more information about the Market Development Cooperator Program, please visit www.trade.gov/mdcp.

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